

SASKATOON 1903



Saskatoon, 1903.

FOREWORD

IF UNDECIDED as to whether you ought, or ought not to "Go West," just ask yourself the following questions and answer them thoughtfully and honestly:—

Frankly, am I content with my progress in a worldly sense,—or, have I stagnated?

Am I disheartened by the knowledge that others, no more favorably equipped, are elsewhere winning splendid success, while the passing of years finds my position unaltered?

If I continue here, what are my future prospects? Are they worth the present toil;—or, have I nothing brighter to hope for? And, what is my condition likely to be five, ten or twenty years hence? How much better;—or, how much worse?

Does my present employment call for my highest ability; or, do I know and feel myself qualified for far bigger, better things—had I but the chance?

Honestly,—am I satisfied; or, am I dissatisfied and discouraged?

Now, if you have stagnated, have no brighter prospects for the future and are consequently dissatisfied and discouraged, and if you feel able for better things, desire them and are willing to strive for them,—then, as an intelligent man, you have no excuse for indecision,—Come West! Come to Saskatoon, where, of all places in the West, your success is most fully assured; where no deserving man has ever yet failed; where there are no poorhouses because there are no poor; where there is comfort, happiness and prosperity, and an unlimited field for your intelligence and energy.

As you are aware, hundreds of thousands of good people from older lands are now streaming into Western Canada,—a circumstance which naturally suggests the following questions:—

- (1) Why do these good people leave their native lands?—and,
- (2) Why do they specially select this as the land of their adoption?

The Commissioner, Board of Trade, Saskatoon, Sask., will gladly supply all information. Write him,—or call.

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The answers are not far to find: It is the helplessness, or prevailing conditions in their own countries that compels such people to seek some other more favored sphere. And, it is needless to add that, in making a change, they take special care to select for their new home the land offering in the most evident and abounding sense conditions precisely reverse to those from which they flee. Therefore, it would be strange did they not come here.

Every one knows that for an appalling number of honest toilers in more populous parts, the future is utterly void of the faintest promise of better, brighter things. It is rather a haunting and incessant source of dread which, toil as they may, it is impossibly beyond them to lift from their lives. In their hearts, they know that their future can never be brighter;—in their heart of hearts there is always the fear that it may be darker,—that is, IF THEY REMAIN WHERE THEY ARE. Such people are now asking themselves: "ARE WE MAKING THE MOST AND THE BEST OF OUR LIVES for our own and our children's sakes?" and, it is the intelligent, honest and most obvious answer that is bringing them here,—here, to this land of hope and of scope, where, of all countries, a poor man has the richest chances; where, above all things, he will get fair play, and where NO MAN DESERVING OF SUCCESS HAS EVER YET FAILED. And, nowhere in all Western Canada is success so freely offered, so easily attained or so universally enjoyed as in happy, healthy, beautiful, prosperous SASKATOON, and throughout the vast and unsurpassed agricultural territory tributary thereto.

In coming here, do not forget that the country is new to you even as you are new to the country. Therefore, it is quite possible that, at the outset, some slight discouragement may be your lot. If so, merely accept it as the brief and trifling travail of your birth into the fuller, fairer life that most certainly will be yours in this great land. **IF YOU ARE STEADY, HONEST, INTELLIGENT AND HARDWORKING, YOU CANNOT FAIL.** Each year your condition will improve. From the moment you arrive with us, you can pluck from your heart all dread of the future and cast it forever from you into the hopelessness of other days. Cling to this truth. Let it cheer you to forgetfulness of whatever little difficulties you may at first encounter.

If you are not the right man, however,—if you lack industry, are unreliable or unsteady, do not come here. It would be cruelty to say otherwise. Saskatoon is the very last place on earth for you. There is no room here for any but steady, energetic men, nor will the other type receive the slightest consideration or sympathy from our industrious, clean-living, high-thinking, hardworking people.

Saskatoon the Beautiful

The beautiful in nature is to most people one of life's essentials. Therefore, it follows that natural charm in itself and surroundings must ever be an exceedingly valuable asset to any city. This, for the obvious reason that the beauty of a place undoubtedly goes far to influence its

MANUFACTURERS AND WHOLESALERS: Map and Freight Rates in centre of Booklet will demonstrate Saskatoon's 45,000 square miles of Distributing territory and Railway facilities commanding same.



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selection by the new arrival seeking a home in the West. Other conditions being equal, is he not likely to prefer the city that is fairest to look upon? Saskatoon's picturesque loveliness is proverbial throughout the West. It has been a very potent factor toward her amazing development.

Many people are restrained from going West by the somewhat amusing impression that to do so involves the sacrifice of all that is fair and fragrant in nature. There is no explanation for the existence of so



Beautiful Saskatoon.

astounding a fallacy. A few minutes in Saskatoon will show that ours is a very beautiful city,—a fact apparent from the accompanying illustrations. However, if the latter do not entirely convince, a little simple thought may: Do you think that the land which grows the largest

Crop Failure is unknown in Saskatoon District. It is a good year every year for every intelligent farmer.

SASKATOON

yield of the finest wheat in the world can produce nothing else? Would not such an idea be entirely absurd? Admitting this, can you wonder that the most exquisite wild flowers abound here in profusion and variety in keeping with the peculiar richness of our soil? From the delicate crocus of early spring to the wistful-eyed Michaelmas Daisy, blooming on the very threshold of winter, strange, sweet flowers are everywhere; they cover our prairies like a radiant mantle spread in sunlight. Saskatoon is a beautiful city. And our river—even were we bereft of all those other charms so graciously evident, this City would still be "Beautiful Saskatoon," did but the glory of our river remain.



Canoeing on the River, Saskatoon.

Through the heart of the City it passes in eternal flow,—a majestic, wondrous thing of twinkling lights and dreaming shadows, upon whose waters the spent day lingers reluctant in a thousand nameless tintings ere stealing exquisitely beneath the mantle of night. Our river!—priceless asset, ineffable blessing; think of all it means in health, in happiness and comfort;—and then, think how few, how very few Western cities are similarly favored. Our river is at once the inspiration of our people and the very soul of Saskatoon.

Apart entirely from hygienic considerations,—can a city without a river be truly beautiful?

There are Four Bridges over the river at Saskatoon; Three of these were building at the self-same time.

SASKATOON

**Epitome of the Phenomenal History of
Saskatoon,
The Seven-Year-Old Western Wonder City**

The Swiftest Development in the annals of the Entire Empire.

POPULATION

1903	1906	1911 (February)
113	3,011	over 16,000.

* * * *

BUILDING STATISTICS

1907	1908	1909	1910
\$377,211	\$115,625	\$1,002,055	\$2,817,771

* * * *

CITY ASSESSMENT

1906	1907	1908	1909	1910	1911
\$2,517,145	\$6,621,337	\$7,450,135	\$8,156,357	\$10,748,639	\$13,000,000 (conservatively)

* * * *

SCHOOL ATTENDANCE

1906	1907	1908	1909	Feb. 1911
296	364	651	1113	1,660

* * * *

Entirely phenomenal as our progress has been, the following figures will convince that the city's finances have, nevertheless, been most capably and prudently handled:

CITY OF SASKATOON

Net assessment for 1910 was.....	\$10,748,639
Net conservative estimate for 1911	13,000,000
<hr/>	
Borrowing power 20 per cent. of do.	\$2,600,000.00
Total Bonds Issued.....	1,510,687.33
Less Elec. Light Bonds.....	\$206,000.00
Less Waterworks Bonds.....	364,551.00
Less Local Improvements.....	327,576.80
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Total Public Works and Local Imp. Bonds	898,127.80
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General Debt less above.....	612,559.53
Less Sinking Fund.....	63,024.76
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Total liability on Borrowing power	\$549,534.77
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Balance of Borrowing Power.....	\$2,050,465.23

Frankly—Are you content?



Traffic Bridge—One of Our Four Bridges—Collegiate Institute in Background.

It is also well to demonstrate that Saskatoon's amazing development is built upon a solid commercial basis, and the following Postal and Customs statistics will do so conclusively:—

Postal Statistics a Dominion Record

COMPARATIVE TABLE.

GIVING TOTAL POSTAL REVENUES OF THIRTEEN WESTERN CITIES for years ending 31st March, 1906, and 31st March, 1910, showing individual increases for these five years.

SASKATOON far outstrips them all with the EXTRAORDINARY INCREASE OF 273 per cent.; OR MORE THAN THE COMBINED INCREASES OF WINNIPEG, REGINA, BRANDON AND PORTAGE LA PRAIRIE, and 61 per cent. greater than Lethbridge, which comes second.

	1905-06	1909-10	Per cent increase,
SASKATOON	\$ 9,985	\$ 37,204	373
Lethbridge	9,042	28,216	212
Edmonton	25,494	75,046	194
Moose Jaw	12,708	33,697	165
Calgary	53,408	125,749	135
Regina	37,510	83,570	123
Prince Albert	7,616	15,518	104
Medicine Hat	7,476	15,198	103
St. Boniface	2,595	4,398	69
Winnipeg	410,012	695,051	66
Fernie	6,613	10,810	63
Brandon	35,974	53,299	48
Portage la Prairie	13,773	17,723	29
	<hr/>	<hr/>	<hr/>
	\$641,206	\$1,195,479	86

In six years Saskatoon City Assessment has soared from \$750,000 to about \$13,000,000!

SASKATOON

Customs Statistics Another Dominion Record

COMPARATIVE TABLE

OF TOTAL CUSTOMS REVENUES OF TWELVE WESTERN CITIES
for years ending 31st March, 1906, and 31st March, 1910, showing individual increases for these five years.

SASKATOON far in the lead with the EXTRAORDINARY INCREASE of 703 per cent. OR MORE THAN THE COMBINED INCREASES OF WINNIPEG, BRANDON, REGINA, PRINCE ALBERT, CALGARY AND EDMONTON, and 314 per cent greater than Lethbridge, which comes second.

	1905-06	1909-10	Per cent increase.
SASKATOON	\$ 15,215	\$ 132,168	703
Lethbridge	35,058	171,343	389
Regina	83,103	310,316	273
Medicine Hat	12,505	41,832	235
Moose Jaw	24,094	70,006	232
Edmonton	104,312	277,870	166
Calgary	269,153	655,243	143
Portage la Prairie	54,532	94,026	72
Brandon	151,624	235,359	55
Winnipeg	3,507,889	4,972,428	42
Fernie	65,854	91,103	38
Prince Albert	10,761	21,529	0
	\$4,343,100	\$7,073,213	63



Post Office, opened about two years ago; but already too small for enormously increasing business.

To find **SASKATOON**, place your finger on the centre of any map of the Canadian West. Saskatoon is the only city in Central Saskatchewan. Consequently, the surrounding territory of about 45,000 square miles is indisputably, undisputedly Saskatoon's.

Causes and Effects—Abstract and Material

As there were only 113 people here less than seven years ago, one need not sift the retrospective garrulity of be-crutched and toothless age for the annals of this city: There are lads and lasses at our high school now who, having seen and lived through all, can tell of all there is to tell:



Land Titles Office—Handling an average of over 100 Titles per day.

From the slender sprinkling of shacks with their 113 dwellers has sprung the solid City of Saskatoon, with its thriving population of over **SIXTEEN THOUSAND**.

Now, it is extremely doubtful if any circumstance in life happens by chance: Most certainly the solid development of a city and its tributary district owes nothing to chance. On the contrary, such development results as the logical outcome of well-defined conditions, and most aptly illustrates the law of cause and effect. And, there have been many causes to effect the development of Saskatoon. However, before passing to the more material of these, it is well to touch upon others which though abstract in character are yet of vital import:

In the first place, being so young, Saskatoon never knew the deterring influence of cherished tradition with its piled up load of obsolete precedent. Possessing no past, we live in the present; and, in the present, work for the future.

Further, having no past, we have in consequence escaped the frequently hopeless handicap of old inhabitants. How many places have been woefully hindered by the retarding, ideal-subduing presence of well-meaning, yet unprogressive age which refuses either to join the silent majority or to cease from troubling in public affairs. It is even to-day as it was when the philosopher Bacon wrote:—"Men of age object too much, consult too long, adventure too little, repent too soon, and seldom drive business home to its full period, but content themselves with a

There are now NINE DIFFERENT OPERATING RAILWAY OUTLETS from Saskatoon,—and more to follow.

SASKATOON

mediocrity of success." Saskatoon is essentially a city of Young men; bright, resourceful, energetic fellows; men with high ideals and the courage and ability to strive for and achieve them; men who, above all else, have grasped the full value of these two potent influences—the sacredness of true citizenship and the irresistible power of unity.

Now, let us briefly summarize the more material of the causes responsible for Saskatoon's phenomenal progress, all of which are later dealt with under their respective headings:

Location

Glance at any reliable map: Note Saskatoon's Strategic, Central ISOLATION,—far removed from any other large city,—right in the middle of the West, in the centre of the Province of Saskatchewan, and in the very heart of the most fertile and extensive known wheat area.

Note also that, on the newer lines between Winnipeg and Edmonton, Saskatoon is the one and only city touched for a distance of seven hundred and seventy-two miles!



C. P. R. Station

SASKATOON IS THE ONLY CITY IN CENTRAL SASKATCHEWAN. There being no other large point near us, the vast surrounding territory is undisputedly and indisputably ours;—and, we have the competitive railway facilities and distributing freight rates to control this territory absolutely, as under:

On carloads shipped in, Saskatoon's Wholesale Distributing Territory extends to about 45,000 SQUARE MILES, stretching far into Alberta, indeed, to within 98 miles of Edmonton, and even now embracing 184 thriving towns and villages on operating lines,—(an increase of just twenty-eight within two years!)

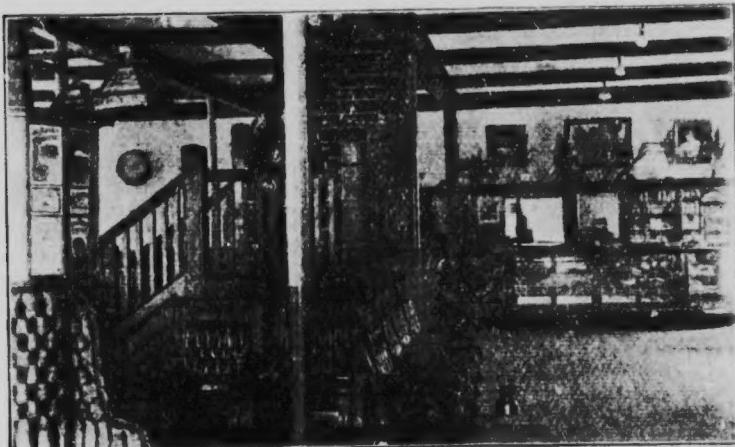
On goods manufactured locally, such as flour, Saskatoon controls a distributing area of about 70,000 SQUARE MILES, within which there are at present upward of 250 bright young towns and villages.

KINDLY STUDY MAP ON PAGE 24; ALSO FREIGHT RATE DEMONSTRATION OF TERRITORY CLAIMED.—PAGE 25.

Write Commissioner, Board of Trade, Saskatoon, for all information. Don't hesitate to ask questions. The more you know of Saskatoon and district the more favorable your impression. Therefore, you cannot know too much.

It is surely superfluous to enlarge upon the stupendous commercial significance to Saskatoon of the undisputed control of an agricultural territory so enormous, so magnificent and so well-settled by such a prosperous community.

Careful perusal of the foregoing will convince that extraordinary causes naturally produce effects of a like character,—of which law, Saskatoon bears evidence.



A Corner of Rotunda—Western Hotel.

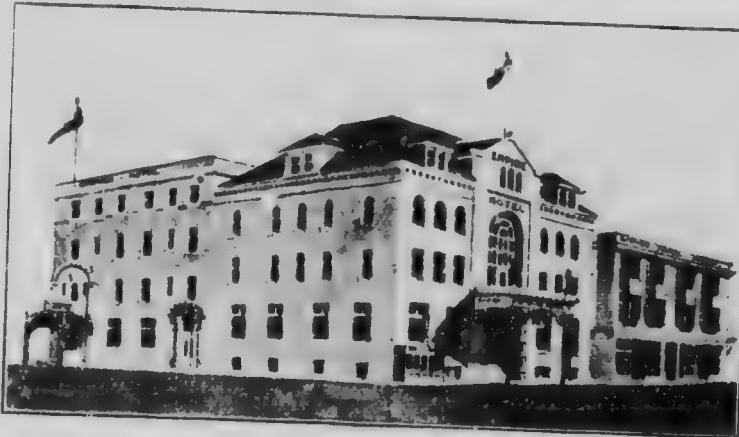


Canadian Northern Railway Station.

Saskatoon is a Beautiful, Healthy, Happy City,—Happy because its people are prosperous.

Climate

For a long time, the climate of Western Canada suffered from a degree of misconception not merely extraordinary, but hard to explain. The origin of such misconception is shrouded in mystery, indeed, it is as mysterious



Empire Hotel and Annex. Empire Theatre in Rear, Seating Capacity 1,250.

as the persistence with which it adhered to the popular imagination. Canada generally, and particularly its Western portion, was associated—



Flanagan Hotel, Another of our Ten, all of which are Filled Nightly.

Sixteen Passenger Trains daily arrive and depart at Saskatoon's THREE Railway Stations. Twenty mails are each day received and distributed at her Post Office.

SASKATOON

even in the minds of the cultured—with ice and snow and suffering. The picture had no brighter side; it was unrelievedly sordid, melancholy and uninviting. Surely, no more absurd idea ever existed to mislead!

However, of recent years, the situation has been precisely reversed; and to-day, the climate of Western Canada is universally admitted as one of the healthiest and most pleasant on earth. And, why should not this be so? The map will show that we are in the same latitude as many of the most delightful portions of Europe. Perhaps, it is the recognition of this fact—in conjunction with others similarly favorable—that has turned the full tide of immigration toward this new and wonderful country.

Of course, our winters are cold; but, it is a dry, invigorating, healthful sunlit cold which, to many, makes winter the most delightful season of the year.

As to summer—our five, solid, glorious months of it enable us to grow to perfection tomatoes, cucumbers, squash, pumpkin, etc., all of which are seeded right in the open: In Great Britain, these are grown under glass.

Hotels

Visitors would do well to wire ahead for accommodation at least two days prior to arrival here. For years back all of our hotels have



First Street, looking east from Post Office corner

Only a trifling portion of Saskatchewan's arable lands are as yet under cultivation. Lots of magnificent land available in Saskatoon's favored district.

have right been filled to capacity, and, we have ten of them, all comfortable, well conducted. Thoroughly modern establishments, while there are 800 more houses under way this year. The high quality of Saskatchewan timber is in fact throughout the whole West.

Churches

All the leading denominations are well evidenced in Saskatoon, there being fourteen different places of worship, each of which draws its full congregation. We have also a flourishing branch of the Y. M. C. A.;—and, it is almost unnecessary to add that the Salvation Army is energetically present in our midst doing its own splendid work.

Saskatchewan Provincial University Saskatchewan Provincial Agricultural College Saskatchewan Provincial College Farm

On 7th April, 1909, the announcement of her selection as the seat of the above institutions made Saskatoon, for all time, the educational centre of the Province of Saskatchewan.

There is no need to enlarge upon the magnificent meaning of these educational blessings to the people of this Province. Surely, it is sufficient to say that they place within the reach of the children of the humblest, the very highest and best of that education which has made truly useful men and mighty nations.

In the organisation and operation of the University and Agricultural College, the best educational ideals will prevail, and every advantage will be taken of the experience of older and better institutions.



**LAY OUT OF CAMPUS.
Saskatchewan Provincial University and Saskatchewan Provincial Agricultural College, SASKATOON.**

The site selected for the University could scarcely have been more picturesque, and indicates a careful consideration of the aesthetic side of things. It includes half-a-mile of well-wooded river front, and altogether embraces about 1,333 acres of rich land. The main buildings are in pro-

Settlers desiring Practical Agricultural Information concerning Saskatoon District, should write Commissioner, Board of Trade, Saskatoon, Sask.,—or call.

cess of erection and will be ready for occupancy November, 1911. They stand near the bank overlooking the South Saskatchewan River and commanding a view of the entire city.

IT IS THE AIM OF THE UNIVERSITY AND AGRICULTURAL COLLEGE TO SERVE THE ENTIRE PROVINCE IN THE WIDEST AND BEST POSSIBLE MANNER.

At present, the most urgent demands are for more teachers and better teachers; and, for instruction in the best methods of farming. There is also a necessity for courses leading to such professions as Engineering, Law, Medicine and Dentistry.

At the outset, the University is devoting its energies to the establishment of a strong College of Arts and Science where candidates for the teaching profession will be instructed, and where students looking forward to the other professions may receive such instruction as will shorten their courses for admission to the profession of their choice by two or even three years.

The College term for the Arts course is so arranged that students will be able to take charge of a summer rural school from May until about the end of September.



Students' Residential Section, University of Saskatchewan

A special feature of the courses is the instruction of candidates for teaching, in the rudiments of agriculture. By this means, it is hoped to render their efforts in elementary schools better adapted to the needs of a farming community.

With the exception of theological degrees, the University is vested with the sole degree conferring power in the Province of Saskatchewan. The staff of the College of Arts and Science, consisting of nine to ten professors who will be supplied with library and laboratory equipment, will provide courses leading to the degrees of B.A., and B.Sc. The work of this College commenced in 1909.

Evening classes are being conducted in Saskatoon, Moose Jaw, Regina, Prince Albert and Rosthern, and will probably be offered in

There are still about Seven Thousand Five Hundred Available Homesteads in Saskatoon's Magnificent Land District. Why not secure one? See Homestead Regulations, page 46.

other places. This is but a part of the Extension Work by which it is proposed to take the University to those who cannot come to it.

AGRICULTURAL COLLEGE AND COLLEGE FARM:

The Agricultural College will probably open in November, 1911, and will at first devote its energies to short courses for farmers' sons,



The New Castell Hill School.

extending to two and possibly three years. These courses are being adapted to the requirements of boys who have passed through the public schools and who are engaged in farm work during the summer. With this aim in view, the term will be from November till March. The boys will therefore be able to work throughout the summer months and attend the College in winter.

The staff of the Agricultural College will consist of seven to eight professors, with four or five lecturers in addition.

The large farm attached to the Agricultural College will be thoroughly equipped with stock, etc., and will in every respect be operated on the most modern and approved methods. It will not be an experimental farm in the ordinary sense: Its function is chiefly to augment the teaching of the College by practical demonstrations in the field. At the same time, the work of the College and Farm will be by no means restricted in character. On the contrary, a highly qualified corps of agricultural experts acting under the College authorities will carry on an energetic scheme of Extension Work throughout the Province. It is also the intention to institute a series of excursions for farmers within the Province to the College Farm, where work will be shown and addresses delivered by experts. Last year, over 25,000 persons were reached by the Extension Department.

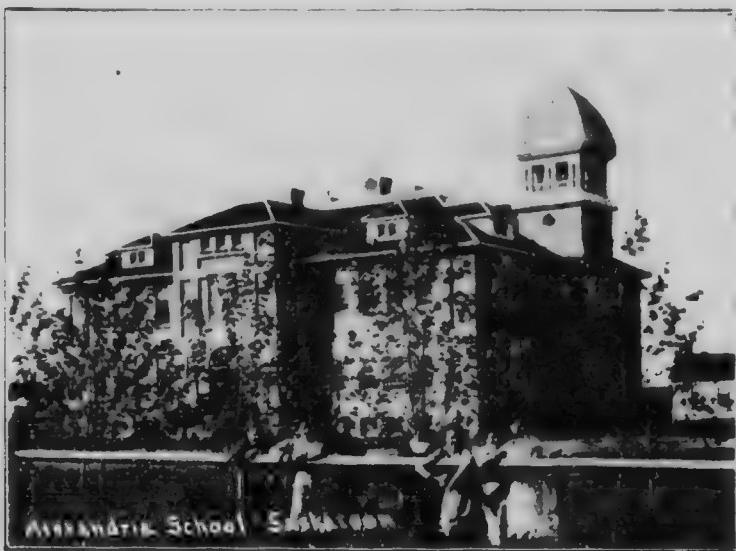
At any time, an idle man in Saskatoon is a useless man everywhere, all the time.

The University will provide a system of residences for all students and will supply board.

Any further information concerning classes, fees, etc., etc., may be had on application to the President of the University, Saskatoon, Sask.

Schools

The accompanying cuts will show that our school buildings would do credit to any city in the Dominion. They are constructed on the



Alexandra School. We Have Six Fine New Modern Schools, where Highly Qualified Staffs Impart Instruction to over 1,600 Young Saskatonians.

latest and most approved principles and thoroughly equipped throughout. But, we have not contented ourselves merely with good school buildings; We have been consistent in our aims;—we have provided good teachers for these good schools. To this end, neither effort nor expense has been stinted; and the policy has shown its wisdom in the efficiency of pupils and in other far-reaching ways.

Of course, in a city of such rapid growth, the history of our schools has been largely a matter of extension after extension. How could it be otherwise when the number of pupils in attendance has jumped from 296 to 1,660 in five short years! And, yet, in the construction of our schools, the needs of the future were always anticipated as far as at the time seemed reasonable. Nevertheless, such anticipations have in each case fallen far short of the mark,—a feature interestingly

Seeing that so many thousands have succeeded and are to-day succeeding in Saskatoon and her District, the dread of failure will not restrain you—if you are the man we want.

Illustrated by the accompanying cut of the Victoria Schools, to which special attention is directed. Another similar instance is that of the



Victoria School, Nutana, East Side—Three Years' Progress: The Little Stone School, the Larger School Opened 1907; and the Big School Opened Spring, 1910.

Alexandra School, opened in September, 1907, and which, altho' deliberately built with a view to future requirements, became entirely inadequate by May, 1908, when its capacity was exactly doubled. And experiences of this nature have fallen to the lot of every other school



Collegiate Institute. Cost \$125,000.

When you come here, call upon The Commissioner, Board of Trade Offices, just south of C. N. R. Depot. He is there to help you.

in the city. The following is a list of our schools:—

King Edward

Alexandra

Victoria—opened 1907; New \$45,000 school opened Spring 1910.

Prince of Wales

Caswell Hill

Collegiate Institute, cost \$125,000, opened September 1910.

Sites have been secured for three large schools, the necessity for them having already asserted itself.

Now, here is a feature which must appeal strongly to all parents: Your child may commence in the kindergarten class; then proceed through the public school and collegiate institute, and finally emerge with his degree from the University:—and, all without having to leave Saskatoon. The whole gamut of education is here.

Nothing is more typical of the outstanding progressiveness of our young city than the up-to-date character, quality and completeness of its educational facilities.

Municipal Ownership

The City of Saskatoon favors municipal ownership wherever practicable. At the present time, the city controls its water, light, power, sewerage and hospital, special reference to each of which is made herein. So far, our experience has been entirely encouraging,—a fact largely due to the faithful, able men composing our City Council. There is no graft in the Saskatoon City Council; there has never been, nor is it the least likely that there ever will be. Public spiritedness within us is too sincere an impulse to admit of such an evil. That our sense of citizenship is high our fair young city to-day bears testimony.

Electric Light and Power

Being municipally owned and operated, Saskatoon's Light and Power Plant is not run with a view to earning a handsome dividend for a small community of shareholders. On the contrary, the object is to give our citizens a good service at the lowest possible rate. And, it will not be very long now until even such moderate rates are considerably reduced, a charter having been granted for the damming of the river about thirteen miles north of Saskatoon. Preliminary work on this big enterprise has already commenced. When consummated, light power will be available in unlimited quantity on a rock-bottom basis of cost.

Water

Water, probably, comes next to air as a fundamental human necessity—good water, in unfailing supply. The South Saskatchewan River flows rapidly. It flows through the very heart of Saskatoon City.—an exquisite silver band of from a thousand to fifteen hundred feet wide. Our water supply is, therefore, unlimited in the fullest sense.

There is no town of any kind above us for over five hundred miles so that our water could not be other than absolutely pure. Analysis makes it

Most of our well-farmed lands pay for themselves each crop,—a fact which explains the amazing prosperity of Saskatoon's agricultural community.

very similar character to the water of Burton-on-Trent, England, from which the world's most famous beer is brewed.

In its river, this City is abundantly blessed. A more magnificent asset could scarcely be possessed,—particularly, in this Western country,—a fact of which we are gratefully conscious.

Of course, Saskatoon has an up-to-date system of waterworks. These are municipally owned and operated. Many miles of piping went down last season, and many more have been added this year. It is one of the most earnest aims of our progressive City Fathers that, at the earliest possible moment, there shall be water taps in every home.

Sewerage

At the outset, prior to laying down our extensive sewerage system, we procured the services of one of the most eminent engineers in Canada. This gentleman has certainly upheld his reputation.

Naturally, it is a heavy undertaking to keep pace with the phenomenal growth of the city. This, however, is the aim of our strenuous council; and very large sums of money are being annually expended, while gangs of workmen are kept continually employed.



Municipal Hospital, successfully demonstrated at Saskatoon—The First in the West—The Second in the Dominion

Hospitals

The first Municipally Owned and Operated Hospital in Western Canada—the second in the entire Dominion—was opened at Saskatoon, in April, 1909.

Fifty-five beds is the capacity of the present building, which cost over \$55,000, and is an imposing structure. Its interior is beautifully arranged, and its equipment the latest known to science and the best that money can buy.

A man should sell his energy and industry just as he sells a horse;—get the most he can for them: Come to Saskatoon District.

The function of this hospital is not merely to tend the sick of our city, but to care for all such physically afflicted as may come in from any of the over two hundred towns and villages throughout Saskatoon's big territory.

There is no longer any doubt in the minds of our citizens as to the marked advantages of a Municipal Hospital: From the very outset, the venture has been one of unbroken success. As practical proof of this and also of the astonishing, steady rush of settlers into our district, (to say nothing of the fact of Saskatoon's own population increase), the hospital will, shortly, be much more than doubled in capacity.

In addition to above, St. Paul's Hospital stands picturesquely located at the opposite end of the city. A great deal of money has been expended in keeping this fine institution thoroughly up-to-date. It is conducted by the Grey Nuns, who afford the sick all that patient, skilful care for which these gentle women are alike noted and beloved throughout the world.



St. Paul's Hospital.

On the eastern side of the river, Mrs. Arnold, a lady of wide experience, conducts a private maternity hospital.

Saskatoon's hospital facilities will compare favorably with those of any city in Canada.

Fire Department

With so many fine buildings existing, and so many more either under construction or already arranged for, it is not remarkable that we should have early recognized the wisdom of a thoroughly up-to-date Fire Department. No effort has been spared to this end; and results have been highly gratifying. In the first place, we started right; we purchased the best procurable equipment, being guided in this respect by the experience of older Canadian and American cities. Thus, with the most modern equipment in the hands of well-trained men working under a qualified chief, our Fire Department has attained a high degree of efficiency.

We are practically all English-speaking people in Saskatoon and District.

Saskatoon has three fire halls,—the Central, Riverside and Nutana. These enable the prompt handling of an outbreak in any part of the city.

Fuel

From any map, it will be apparent that one may enter Saskatoon by rail from nine different quarters. With such diverse railway facilities available, it will be evident that fuel must be plentiful. It will also be obvious that the supply must be ample and the rates reasonable in consequence. Saskatoon knows nothing of the tragedy of "the day of pitifully dear fuel."



Canadian Bank of Commerce. On the right is the 2nd Avenue entrance of J. F. Cairns' Departmental Store, which absorbs most of remainder of block, and is the largest concern of the kind west of Winnipeg.

Banks

It is safe to gauge the commercial importance of a city by the number of its banking establishments. Banks are purely business propositions. Business is necessary to their existence just as they, in turn, are essential to the existence of business. In other words, banks and business are inseparable. Where business is there will the banks be also;—and the number of such banks is a reliable indication of the business available. Hence, Saskatoon has thirteen banking establishments, as under:

Canadian Bank of Commerce	Bank of Montreal
Bank of Nova Scotia	Bank of Hamilton
Union Bank of Canada—and branches of same.	
Northern-Crown Bank	Traders' Bank
Dominion Bank	Imperial Bank

In 1905, Saskatoon's School Attendance was 296: By February, 1911, it had risen to 1,660,—or to almost fifteen times the total population of Saskatoon in 1903!



Bank of Montreal.

While Canadian Banks have done much toward the architectural advancement of older Eastern cities, they have by no means lagged the West, a fact already obvious in Saskatoon.

The Bank of Montreal and the Union Bank of Canada recently moved into their beautiful new buildings; while the Bank of Hamilton has secured one of the finest sites in the city, upon which a splendid building is now in process of construction.

These banking developments have become necessary owing to an increase of business which has rendered existing facilities quite inadequate.

BANK CLEARINGS

of nine Canadian cities for three weeks prior to publication of this booklet. Note figures of Saskatoon, the **SEVEN-YEAR-OLD WESTERN WONDER CITY!**

Name of Place	Week ending Jan 19th	Week ending Jan. 26th	Week ending Feb. 2nd
Halifax	\$ 1,749,381	\$ 1,461,670	\$ 1,454,996
Montreal	42,877,932	39,969,194	40,687,297
London	1,501,262	1,316,119	1,189,818
Winnipeg	17,177,500	15,583,701	15,980,400
Brandon	504,554	362,327	435,717
Regina	891,331	852,927	1,030,483
SASKATOON	757,547	795,271	1,098,595
Calgary	2,680,443	3,944,433	2,531,317
Edmonton	1,335,547	1,375,581	1,332,785
	<hr/>	<hr/>	<hr/>
	\$69,475,581	\$65,625,223	\$65,750,407

Only a trifling portion of Saskatchewan's arable lands now under cultivation. Lots of magnificent land available in Saskatoon's favored District.

Newspapers

Consistent with her general up-to-dateness, Saskatoon is remarkably well provided with first-class newspapers, as the following list shows:—

- The Daily Phoenix
- The Weekly Phoenix
- The Evening Capital
- The Weekly Capital
- The Saturday Press

The two Dailies and their Weekly issues offer their readers a full line of news bulletins, besides going to the leading papers of largest



Home of "The Daily and Weekly Phoenix."

cities. Consequently, the Saskatonian is entirely posted on current happenings no matter how remote.

The Saturday Press is chiefly a bright and thoughtful resume of the main features of the week's news. It is printed on good paper and interestingly illustrated.

It is well within the mark to say that no city of our size in the Dominion is to-day issuing sheets more creditable than the above from every accepted standpoint.

As Saskatoon possesses nine different operating railway outlets which radiate throughout her very extensive tributary territory, and has now sixteen passenger trains daily arriving and departing at her three railway stations, the circulation of our papers is, consequently, widespread and astonishingly large.

At any time, an idle man in Saskatoon is a useless man everywhere, all the time.

WHOLESALE DISTRIBUTING RATES

(See Map Opposite)

As a basic example we take CAR LOADS of FIFTH CLASS goods, such as Groceries, Hardware, Liquors, Paper, etc., while the LESS THAN CAR LOAD RATE for Re-shipping is taken as THIRD CLASS, although small lots of the commodities mentioned take various classes, according to the Canadian Freight Classification.

The nearest large wholesale distributing points with which SASKATOON has to compete are Winnipeg, Edmonton and Regina. So far as Brandon, Portage la Prairie, etc., are concerned, the rate situation upon which the Saskatoon and Winnipeg comparison is based will apply approximately.

The following rates are per Lake and Rail, and are in cents per 100 lbs:—

NORTHWARD

	Competing With Winnipeg
Carload rate, Toronto to Winnipeg.....	\$.65
L. C. L. rate, Winnipeg to Kinistino.....	.77
Total rate, Toronto to Kinistino, when distributed from Winnipeg	<u>\$1.42</u>
Carload rate, Toronto to Saskatoon.....	1.08
L. C. L. rate, Saskatoon to Kinistino.....	.34
Total rate, Toronto to Kinistino when distributed from Saskatoon	<u>\$1.42</u>

SOUTHWARD

	Competing With Regina
Carload rate, Toronto to Regina.....	\$.98
L. C. L. rate, Regina to Kenaston.....	.31
Total rate, Toronto to Kenaston, when distributed from Regina	<u>\$1.29</u>
Carload rate, Toronto to Saskatoon.....	1.08
L. C. L. rate, Saskatoon to Kenaston.....	.18

Total rate, Toronto to Kenaston when distributed from Saskatoon \$1.26

EASTWARD

	Competing With Winnipeg
Carload rate, Toronto to Winnipeg.....	\$.65
L. C. L. rate, Winnipeg to Carmel.....	.71
Total rate, Toronto to Carmel, when distributed from Winnipeg	<u>\$1.36</u>
Carload rate, Toronto to Saskatoon.....	1.08
L. C. L. rate, Saskatoon to Carmel.....	.24

Total rate, Toronto to Carmel, when distributed from Saskatoon \$1.32

WESTWARD

	Competing With Edmonton
Carload rate, Toronto to Edmonton.....	\$1.29
L. C. L. rate, Edmonton to Innisfree.....	.29
Total rate, Toronto to Innisfree, when distributed from Edmonton	<u>\$1.58</u>
Carload rate, Toronto to Saskatoon.....	1.08
L. C. L. rate, Saskatoon to Innisfree.....	.49

Total rate, Toronto to Innisfree, when distributed from Saskatoon \$1.57

Apart altogether from the freight savings shown in the foregoing, the point meriting most particular emphasis is—THE ADJACENCY of SASKATOON to ITS OWN Territory. This enables the EXPEDITIOUS DELIVERY OF GOODS to consumers—an important economic consideration for manufacturers and wholesalers.

From the above comparative figures it will be seen that SASKATOON ABSOLUTELY CONTROLS THE EASTERN CANADA DISTRIBUTION BUSINESS for

90 Miles North and 49 Miles South, and 30
71 Miles East and 130 Miles West

on the Canadian Northern Railway; or, in other words, a total actual WHOLESALE DISTRIBUTING AREA extending to almost FORTY-FIVE THOUSAND SQUARE MILES of the finest Agricultural land in the Dominion. This territory will be approximately the same on the Canadian Pacific and Grand Trunk Pacific Railways.

Telephone—Local and Long Distance

Saskatoon's was the first Automatic Telephone system installed in the Dominion of Canada. This triumph of ingenuity reduces the act of 'phoning to a minimum simplicity. It seems incredible that anything still simpler could ever be conceived or is ever likely to be demanded.



Home of "The Evening and Weekly Capital."

THE EVENING AND WEEKLY CAPITAL



Drinkle Block—One of our Modern Office Buildings, fitted with all up-to-date accessories, including Electric Elevator

Notwithstanding her unparalleled growth and the enormous amount of public work thereby involved, Saskatoon's BORROWING POWER, February, 1911, amounted to \$2,050,165.23. Our City's development, though entirely phenomenal, is therefore absolutely solid, and our civic financing most capable.

It works with scientific exactitude. It is never off duty. At any hour of day or night, it is there at your service. It eliminates the human element with humanity's promptness to a degree.

The Automatic is, unquestionably, the busy, business man's 'phone

Being a long distance telephone centre, Saskatoon enjoys connections in every direction.



20th Street, West Side of C. N. R. Tracks—looking east. One of our most important business sections.

Cost of Living

Being the only city in Central Saskatchewan, far removed from any other large point, Saskatoon is, naturally, the wholesale headquarters for Central Saskatchewan, which means the source of supplies for a vast, well-settled and prosperous territory. Consequently, Saskatoon's wholesale business is of astonishing volume. It is a big business; and a big business means big buying. Of course, big buying means fine prices by which, under competition, the retailer benefits; and he, in turn, being himself subject to competition, passes the benefit along to the consumer. Such being the case, the cost of living in Saskatoon is remarkably reasonable.

As to our stores—they are certainly second to none in Western Canada—a fact readily admitted by all newcomers to whom they prove not merely a pleasant surprise, but a source of astonishment.

Society

Any deep-seated popular fallacy is ever hard to eradicate; although many of such are wildly absurd; but, none is more so than that our Western City life is crude and uncouth. Strangers laboring under such an impression will be pleasantly disillusioned from the moment of their arrival in Saskatoon. Life here is by no means crude and uncouth. On the con-

The total value of 1909 Grain Crops for the THREE Western Provinces, viz.: Saskatchewan, Manitoba and Alberta, was \$186,373,000, of which YOUNG SASKATCHEWAN produced FIFTY-NINE and NINE-TENTHS per cent. (59 9-10 per cent.). And we have scarcely started.

(Final 1910 figures not yet to hand.)

trary, it is cultured and refined. The general prosperity has not outcropped in vulgarity; but, rather in an unostentatious indulgence in such things simple, comfortable and beautiful as are dear to the soul of a tasteful and well-bred people.



The Auto is the New Thermometer of Prosperity—A Few of Saskatoon's Cars, Awaiting Arrival of a Manufacturers' Excursion.

Nor is life here by any means stale, flat, and unprofitable, save to those who so will it: There is ever an endless chain of bright happenings;



President Isbister's Lawn and Outlook.

there is always an atmosphere of color and sparkle and go, and the very fragrance of the joy of life.

Having no poor, there is no need for poorhouses,—so, we have none.

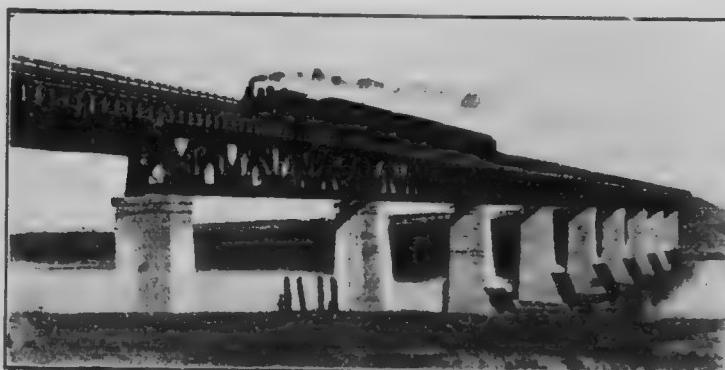
Summer and winter—each has her fitting round of pleasures; hearts are happy—hearts are kin ; homes are tasteful and cosy and infinitely hospitable. Altogether, it is exceedingly questionable if the healthy-minded individual is anywhere less likely to become afflicted with ennui than in Saskatoon City.

Club

Saskatoon is somewhat proud of its Club—a most thriving and popular institution with a full yet exclusive membership. Everything within its sociable door bears the hall mark of good taste and refinement. That the ideals of the Club Committee are high is happily evident on every hand and in every department.

Fraternal Societies

All the leading fraternal societies have their thriving branches in Saskatoon—indeed, upwards of twenty organisations are in evidence. This fact will guarantee an extra hearty welcome to many coming here from elsewhere.



Canadian Pacific Railway Bridge—Another of Our Four.

Bridges

That there are already four big concrete and steel bridges spanning the river at this, the youngest city in Canada, must appeal to the thoughtful as a very significant fact. How few even old cities can boast of four bridges! Yet, as some indication of a development which, for extraordinary rapidity, stands without parallel throughout the whole British Empire, it may be added that three of Saskatoon's four bridges were building at the self-same time:—

Canadian Northern Railway Bridge.....	1,000 feet long
Canadian Pacific Railway Bridge.....	1,300 " "
Grand Trunk Pacific Railway Bridge.....	1,530 " "
Frathe Bridge	1,000 " "

See cuts.

NINE DIFFERENT OPERATING RAILWAY OUTLETS from Saskatoon,—and more to follow. Sixteen Passenger Trains daily arrive and depart at Saskatoon's three Railway Stations.

Railways

The splendid railway facilities now operating to Saskatoon, are already more than sufficiently important to win her distinction as a great, natural railway centre. And, do not forget that such facilities are, at present, almost entirely confined to the new main lines of the three big



G. T. P. Bridge—Another of Our Four.

companies, which pass east and west. These, as will be evident, merely constitute the colossal framework upon which an intricate inter-threading of branch lines radiating north, south and in practically every direction, is now being swiftly and deftly woven.

That a veritable network of lines will, in the near future, spread through this whole vast district, is a fact which the construction programmes of the different transportation companies, even now place beyond uncertainty:

Saskatoon's Railway Facilities Now Operating:

- (1) The new line of the Canadian Pacific Railway Company, now completed from Winnipeg to Edmonton, via Wetaskiwin.
- (2) The new National Transcontinental (Grand Trunk Pacific) now operating for a considerable distance west of Edmonton.
- (3) The main line of the Canadian Northern Railway Company, from Winnipeg to Edmonton, connecting with Saskatoon via Warman Junction.

Total Value of Saskatchewan's 1909 Grain Crops and Dairy

Products	\$132,539,222
This equals \$1,630.20 to each of our 81,303 farmers.	
Final 1910 crop statistics not yet to hand.	

- (4) The Regina-Prince Albert branch of the C. N. R., now providing a splendid Pullman service from Saskatoon to Winnipeg, via Brandon, and placing Saskatoon on the new Transcontinental short cut of this progressive young system.
- (5) The Saskatoon to Calgary (Goose Lake line) of the C. N. R., now operating to a point about 126 miles south-west of Saskatoon, and being rushed westward to Calgary with all possible dispatch. Further extension of the line to the coast is contemplated.
- (6) The Chippewa branch between Sheho and Lanigan on the C. P. R., has considerably shortened the mileage to Winnipeg, and a fourteen hour service from that city to Saskatoon will shortly be instituted.
- (7) The new Dalmeny-Laird branch of the C. N. R., tapping a very fine agricultural belt.



Evening on the River, Saskatoon.

Further Facilities Now Being Constructed,—or Surveyed for Immediate Construction:—

- (8) It is expected that the Moose Jaw-Lacombe branch of the C. P. R. will be connected with Saskatoon this season,—a development which will give our city direct communication with the United States.

On pages 24 and 25, it is demonstrated that from Saskatoon, Wholesalers and Manufacturers can distribute throughout about 45,000 square miles (now embracing about 184 towns and villages on operating lines) with much greater economy and dispatch than from any other Western point.

- (9) The new Balcar-Regina cut-off of the C.P.R., now completed, and which will be connecting this road with the Great Northern between Saskatoon and the C.P.R. Main Line at Regina, and, of course, with the various United States and Canadian roads thereto.
- (10) Construction of a branch line from the C.P.R. from Saskatoon to Prince Albert, and the western line going north thereof.
- (11) Line from a point on the main line of the C.N.R. between Moose Jaw and Abercorn, proceeding northward to connect with the Prince Albert branch before it reaches the city of Saskatoon.
- (12) Extension of the C.N.R. line from Humboldt westward, from there to Estevan, and thence to a point connecting with the main line between Clarkes and Lyleton.
- (13) C.P.R. line from Regina to Prince Albert, proceeding west of Long Lake, and east of the existing C.N.R. line, and connecting Saskatoon with a direct connection to the C.P.R. Main Line at Regina. A description of this line appears below, and it will be operating this year.



C.N.Ry. Railway Bridge—Moonlight. One more of our four.

- (14) G.T.P. line, starting from Young, a point east of Saskatoon, on the main line of that Company, and proceeding north to Prince Albert. It is anticipated that this development will eventually provide Saskatoon with another short route southward.
- (15) Line from Delisle, on the C.N.R. Saskatoon-Calgary line, proceeding south to Caronville and then connecting with the branch line of that Company which practically parallels their Saskatoon-Calgary one.

Additional Facilities Materially Affecting Saskatoon, and for which Charters Have Been Granted to the Canadian Northern Railway Company:

- (16) Continuation of the Regina-Prince Albert line south to the International Boundary. This will give Saskatoon another direct and competitive connection with U.S. points.

- (18) Line from Prince Albert to a point on the Saskatoon-Calgary line.
- (19) Line from a point on the Regina-Prince Albert branch, northward, through a point on the Saskatoon-Calgary line, tapping a very fine district of which Saskatoon is the supply centre.
- (19) Line from a point on the Winnipeg-Edmonton main line, north of Saskatoon, and proceeding northward to Great Slave Lake.

Hudson Bay Line:

- (20) The Saskatoon-Calgary (Goose Lake) line of the C. N. R. will be extended eastward from Saskatoon via Humboldt and Etiomami to Le Pas,—and from thence to tide water on the Hudson Bay. The steel is already laid from Etiomami to Le Pas, a distance of about a hundred miles. Work will be rushed this spring.

Many years of patient investigation having fully confirmed the magnificent advantages of the Hudson Bay Route, the Dominion Government will now hasten the project to completion with all possible speed.

To fully appreciate the vital meaning of the Hudson Bay Route, see letterpress, northeast corner of railway map on page 24. Note how the distance to Liverpool is shortened.

- (21) And, now for the Westward end of above line: A line will be built from a point on the Saskatoon-Calgary branch near the crossing of the Red Deer river, northwesterly, through or near Innesfall and Rocky Mountain House, to the headwaters of Brazeau and Macleod rivers, and from thence to the headwaters of the Thompson river, on to Vancouver. When the foregoing undertaking is completed, it will, on the west, place Saskatoon in direct touch with the Orient via Vancouver; and, on the north, with tide water on Hudson Bay, and the short route to Great Britain, etc.

- (22) The Grand Trunk Pacific Railway Company have selected Saskatoon as the Terminus of their Hudson Bay Line.

The foregoing are merely a few of the more important of the further railway facilities which, when consummated, will easily make Saskatoon one of the greatest railway centres on the American Continent, for which distinction an entirely unique geographical location peculiarly adapts her. See any reliable map.

For several years past, Saskatoon has been the centre of the most extensive railway construction work in the whole world: It is highly probable that this record shall not pass from her for some considerable time to come.

A splendid type of people, a fine climate, a magnificent soil, an entirely unique geographical location, and railway facilities which are rarely equalled in older parts,—such are the recommendations which we respectfully submit to the agricultural, commercial and industrial world.

Multiply \$1,630,20 by 81,303—the number of Saskatchewan's farmers. The result will give the total value to our farmers of Saskatchewan's 1909 Grain Crops and Dairy Products, or \$132,539,242.

Final crop statistics for 1910 not yet to hand.

SASKATOON

1909 Grain Crops
 For the THREE Prairie Provinces—Compiled from Provincial and
 Dominion Government Statistics

SASKATCHEWAN:	Average per Acre, N.W.T.	Value to Farmers
Wheat	17.33	\$11,570,000
Oats	12.33	1,173,000
Flax	13.9	5,548,000
Manitoba:		
Wheat	20.2	\$11,824,000
Oats	37.1	13,754,000
Flax	10.1	6,118,000
All three:		
Wheat, Spring	20.2	\$11,824,000
Wheat, Fall	24.6	1,643,000
Oats	39.7	5,600,000
Barley	23.5	873,000
Flax	10.1	104,000
		\$12,632,000

Summary of Yields per Acre:

	Yield per Acre,	Yield per Acre,	Yield per Acre,
SASKATCHEWAN:			
Wheat, Spring	22.1 Bush.	17.33 Bush.	20.2 Bush.
Wheat, Fall	24.6 "
Oats	17.1 "	37.1 "	39.7 "
Barley	32.1 "	27.31 "	23.5 "
Flax	13.9 "	12.39 "	10.1 "

TOTAL GRAIN CROPS for 1909

For the THREE Prairie Provinces, viz.: Saskatchewan, Manitoba and Alberta:—

	Bushels	Value to Farmers
Wheat—Total Yield	133,946,832	\$121,480,000
Oats"	180,416,054	48,973,000
Barley"	20,846,543	9,931,000
Flax"	4,801,533	5,987,000
		\$186,373,000

The above figures merely embrace Grains. They DO NOT INCLUDE Potatoes, Turnips and other Roots; Clovers and Hay, or Dairy Products, —for instance: — Saskatchewan's Crop of above Grains was worth \$111,570,000, as has already been shown; but, including the other products

just enumerated, SASKATCHEWAN'S 1909 CROP REACHES THE ASTOUNDING TOTAL VALUE OF—\$132,539,242, which gigantic amount divided equally among Saskatchewan's 81,303 Farmers, GIVES EACH FARMER THE SUM OF \$1,630.20, for his season's work!

And, remember, WE ARE ONLY COMMENCING. The bulk of our settlement is very recent. Many of our farmers have scarcely started.

Saskatchewan is the YOUNGEST of the three Prairie Provinces. It is only within the past few years that settlement, in any real sense has taken place. I—

Manitoba's Acreage under Grains in 1900 was 2,678,701
SASKATCHEWAN'S " " " 1900 640,485

To-day, however, YOUNG SASKATCHEWAN'S 1909 Crop Yields give her the THIRD PLACE among the Provinces of the Dominion, and the States of the Union,—in other words, on the whole North American Continent,—as a producer of WHEAT and OATS, viz:

	WHEAT	Average Yield,
	Total Crop, Bushels:	Bushels per Acre
Minnesota	94,000,000	16.8
North Dakota	90,700,000	13.7
SASKATCHEWAN	90,215,000	22.1
Kansas	87,000,000	14.1
OATS		
Illinois	159,000,000	36.6
Iowa	116,000,000	37.0
SASKATCHEWAN	105,465,000	47.1

And, remember that, so far, there is only a trifling portion of Saskatchewan's arable lands under cultivation. DON'T OVERLOOK THIS FACT.

Now, notwithstanding that YOUNG SASKATCHEWAN is merely starting, and that only a trifling portion of our arable land is now under cultivation, the thoughtful agriculturist—and the thoughtful business man—will weigh the following at its true significance.

In 1909, SASKATCHEWAN produced about ONE-EIGHTH as much WHEAT as did THE ENTIRE UNITED STATES, and more than ONE-TENTH as much OATS!

The following figures are particularly important. They tell their own plain tale:—

Total Value of 1909 Western GRAIN Crop to the Farmer....\$186,373,000
which amount was contributed to by each of the THREE
Prairie Provinces, as under:—

SASKATCHEWAN	\$111,570,000	equal to .59865 or 59 9-10 p.c. of total
Manitoba	62,151,000	" " .33349 or 33 3-10 p.c. of total
Alberta	22,652,000	" " .06786 or 6 4-5 p.c. of total

TOTAL \$186,373,000 " 1.00000 or 100 p.c.

Agriculture

Saskatoon is the center of a rich agricultural district. The soil is excellent, the climate favorable, and the people are progressive. The following figures show the amount of grain raised in the Saskatoon District during the past year:



Sea of Wheat near Saskatoon. This farm's crop last year was 53,000 bushels—
Value about \$45,000.

In less than seven years, the population of Saskatoon City has increased from 1,000 to over 16,000, a record of development without parallel in the whole world. Therefore, in addition to being "The Western City of the West," Saskatoon is also "The Wonder City of the Prairies of the world," and the main seat of the commerce,



View of Portion of Canadian Northern Railway Company's Saskatoon Yards.

The more you know of Saskatoon and District, the more favorable your impression. Therefore, don't hesitate to ask questions. The Commissioner, Board of Trade, Saskatoon, will gladly supply all information. Write him,—or call.

each acrement is LAND QUALITY. And? Simply that in any agricultural country the growth of cities is controlled by the amount of settlement; and, again, at the first, the amount of settlement in any one territory, will be governed by the extent of the territory, the facilities for transportation and other considerations therein available for the marketing of crops.

The map issued by the Dominion Government Department of the Interior will show that for several years now Saskatoon District has been getting the lion's share of settlers. And, any map will indicate how exceptionally our farmers are favored in the matter of transportation.

Now, every farmer will admit that there's little object in harvesting the heaviest of high-grade crops if he can only market them with heart-breaking labor and expense. To be successful, he must have good transportation facilities as well as good land; Saskatoon District offers both. Hence its exceptional attractiveness to settlers; hence the mar-



A Corner of Fred Engen's Model Farm, Saskatoon.

ellious settlement that has already taken place and is continually increasing in volume;—and, consequently, the phenomenal growth of Saskatoon City, the commercial centre of all. Locate where you will within our vast territory, and you can never be beyond convenient haul of a railway either operating or under construction,—or, surveyed for early construction. The map will show that almost all of our lands are to-day adjacent to operating lines.

NO CROP FAILURE.

And, it is not surprising that our farmers succeed so well: The crop never fails;—why, then, should the farmer? We have men here who have cropped the same land for as many as twenty-five consecutive years threshing each time a full, fine harvest. Of course, we have very few of

If you cannot find happiness in this Beautiful, Cheerful, Prosperous City, better abandon the quest. Happiness is not for you. You are wrongly made.

such old-timers in our district; but, there are no end of similar successes extending to from five to seven years.



Threshing—Gasoline Outfit.

If a farmer here suffers crop failure, it is safe to say that the fault lies solely with himself. Crop failure can only result from laziness, carelessness or indifference to the correct and very simple methods of soil



One of our Fifty Implement People—Massey-Harris Co.'s Offices, showing portion of warehouses to the rear.

Saskatoon is the only city in Central Saskatchewan. There is no other large point anywhere near her. Consequently, it is Saskatoon's Strategic, Central, Geographical ISOLATION that enables the absolute control of a Wholesale Distributing Territory of about 45,000 square miles, embracing 184 towns and villages on operating lines. See pages 24 and 25.

cultivation, we are now in a position to compete with any other grain raising section. See our advertisements in the paper, and you will see what a large amount of grain we will get in the market. We have a large amount of surplus land available for homesteads and prospective buyers.

At present we are advertising land at \$100 per acre, and we are offering a guarantee of 100 bushels per acre for the first three years.

At present we are advertising land at \$100 per acre, and we are offering a guarantee of 100 bushels per acre for the first three years.



SASKATOON, CANADA

International Harvester Co.'s Block. In 1909 and again in 1910 the business at Saskatoon was the largest done by this company on the American Continent.

Under cultivation, we are now advertising land at \$100 per acre. Saskatoon is especially well situated for the production of agricultural products. It is situated on the Canadian Pacific Railway, and is easily accessible to all parts of the country. This is a great advantage in the case of grain, as it can be shipped direct to the market. There is also a good supply of labor, and a sufficient amount of machinery to thresh the grain. The city has a population of about 10,000 people. It has a good water supply, and is well supplied with all the necessities of life. By this means, we believe, we shall be able to increase in our area.

Crop Failure is unknown in Saskatoon District. It is a good year every year for every intelligent farmer.

SASKATOON

a lot crop which was far greater than even we had believed. Our district was apparently the only one so situated. Mark this fact. It is very significant.

As a further indication of the remarkable popularity of farm lands in our district, it may interest to state that the most successful sale of Government School Lands ever held in Western Canada, took place at Saskatoon, 27th and 28th June, 1910, when the sum of \$887,666.96 was realized, giving an average of \$17.72 per acre, - by far the highest average price ever paid at such a sale. Why? Simply because it is usual to pay a little more for anything that is more than ordinarily good. That is why.

Friends from the U.S.

A great many of our settlers hail from the United States; and there is no class more sincerely welcomed. But, why do they come here? Simply because the proceeds from the sale of one section of their United



Saskatoon Nurseries

States land, will buy them about four sections of Fifty Per Cent. Better Land in Saskatoon District. Such being the case, it would surely seem remarkable did they not come here!

AMERICAN LAND VALUES AT DIFFERENT PERIODS:

To illustrate the above, let us take the official census returns published by the United States Government, which show that the average value of farm lands per acre in 1850 was \$7.87; in 1860, \$14.67; in 1870, \$25.54; in 1880, \$29.15; in 1890, \$36.10; in 1900, \$53.06.

Taking a period of ten years, the average yield per acre, in bushels of Spring wheat was: Minnesota, 14.2; Wisconsin, 13.5; Iowa, 11; Nebraska, 12; Dakota, 13.5. The Manitoba yield for the same period was 21.5; and, as is generally known, the average yield in this newer province is much heavier than that of Manitoba, a fact readily confirmed by reference to Government statistics. However, let us accept Manitoba's average as a

Without leaving Saskatoon, your children can start in kindergarten, then go through public school, Collegiate, and finally through the University of Saskatchewan. The whole gamut of education is here.

conservative basis of argument, and here is our proposition in a nutshell:—

It has been shown that the average price of United States farm lands in 1900, was \$53.06 per acre; and that the largest yield, over ten years, from the best of such lands was 14.2 bushels per acre. Now, against the foregoing, place the fact that first-class land in the Saskatoon District may be had at from \$15 to \$25 per acre, according to location; and, if properly farmed, as already stated, may easily pay for itself in one crop.

The above is our proposition frankly and faithfully stated;—and, you are the judge.



Object Lesson in Soil Fertility—Corner Board of Trade Garden, where a Variety of Important Crops, New to the West, have been successfully demonstrated.

Mixed Farming

Any crop which may be grown anywhere under similar conditions, may be grown here to advantage. Grasp this truth. Lands that will grow the finest of wheat will also produce fine crops of any ordinary kind. With our soil fertility, our long summer months of steady sunshine, and our average moisture precipitation of about seventeen inches, could it well be otherwise?

To find Saskatoon, place your finger on the centre of any reliable map of Western Canada. Note City's Strategic, Central, Geographical ISOLATION.

More than 100,000 people have been brought here by steadily increasing population.

ALL AMERICAN

Charming, comfortable homes, built of wood or of similarly good materials, are to be found in every section of the city. They range from the simple bungalow to the large, ornate residence. All are well equipped with modern conveniences, such as



Typical Saskatoon Homes

This is very true of our city. The cost of living is great many times less than in the eastern cities, and the demand for their products vastly exceeds the present supply. For smart men, no better opportunity offers anywhere.

Most of our well-farmed land pay for themselves each year.

DAIRYING:

A few first-class dairy farms adjacent to this city would be a veritable godsend to us and a source of handsome profit to their proprietors. Milk is frequently scarce,—particularly during the fall and winter months. The ordinary retail price is ten cents per quart.

STOCK RAISING:

Already, stock raising has developed into one of our highly important branches: Cattle, horses, sheep and swine are each winning the farmer his ample reward. Consequently, the industry expands steadily. Any experienced stockman will instantly recognize the unusual advantages offered by this District.



Saskatoon District is Ideal for Hog Raising.

POULTRY INDUSTRY

While progressing rapidly, our poultry industry is still in its early infancy, and has not yet been exploited on anything like a commercial scale. Yet, poultry thrive splendidly here, and will lay throughout winter, if properly handled. In addition, feed stuffs of all descriptions are very cheap, and, from every standpoint, there is an exceptional opening here for many poultry farmers. At present, fowls are frequently unobtainable at any price. They are never plentiful, and always dear, being mostly imported from other distant points.

MARKET GARDENING:

It would be very difficult to find finer vegetables than those which so readily grow here in endless variety. It will be ample recommendation to the experienced gardener to mention that tomatoes, seeded in the open, ripen heavy yields of a quality hard to equal. And, we require market gardeners. The supply of vegetables at present available is merely sufficient to look after a small portion of the demand.

A glance at the map will show that Saskatoon is not merely located in the centre of Saskatchewan, but also right in the middle of the Canadian West, and at the same time, in the very heart of the most fertile and extensive known wheat area.

From the foregoing, it will be apparent that there is a splendid future here for energetic men in any and all branches of agriculture;—and, with our spreading network of railways and rapidly increasing population, conditions must grow continually more favorable.



THE POOR MAN'S PARADISE:

In conclusion, never for one moment forget that nowhere under heaven may a poor man with little money make more in less time than on good land in this District. A big proportion of our largest and richest farmers started not very many years ago in a very small way and with very small means.

Of course, as is obvious, the progress of the agriculturist possessed of ample funds wherewith to facilitate his operations, will be proportionately swifter and greater.

Frankly—Are you content?

SASKATOON

Homesteads

It is not surprising that, each morning, hours before opening time, crowds of eager Homesteaders throng the doorway of Saskatoon's Dominion Land Office. It could scarcely be otherwise when one considers the extent and magnificent agricultural quality of the territory which our Land Office controls exclusively, particulars of which are as follows:—



Typical Farm Home.

Total Area: 15,120 square miles, each square mile being equivalent to one section of 640 acres. This means a total of 9,676,800 acres, in which there were on 1st January, 1911, in the neighborhood of **SEVEN THOUSAND FIVE HUNDRED AVAILABLE FREE HOME STEADS** of 160 acres each,—or, in other words, about

ONE MILLION TWO HUNDRED THOUSAND ACRES of land which the Dominion Government gives away to the settler in 160 acre Homesteads, in return for the trifling entry fee of \$10. Thus, the cost of the land to the settler works out about **SIX CENTS** per acre. Imagine an acre of the finest land on earth at the price of one five cent cigar and a cent box of matches!

Or, let us go a little further: For instance, say we take the real value of the land at \$15 per acre;—and it is easily worth that, seeing that an acre of it often yields more than a net profit of \$15 from one crop. Now, on this basis, it will appear that when the Government charges 6 cents for something worth \$15, or 250 times 6 cents, the Government actually give the settler \$5 worth for two cents.

Wholesalers and Manufacturers will do well to study the map and freight rates on pages 24 and 25. These Demonstrate Saskatoon's absolute control of about 45,000 square miles Distributing Territory, stretching far into Alberta, and embracing 184 thriving towns and villages on operating lines.

We can't help you to buy land in the West, as we should question the genuineness of the bills. However, the Homesteader deals with the Dominion Government; and there is nothing more genuine than good Western Lands.

Saskatoon District Homesteads are going very rapidly.



Beautiful Saskatoon—Charming Residential Quarter—Ten Minutes from Post Office.

Synopsis of Canadian Northwest Land Regulations.

Any person, who is the sole head of a family, or any male over 18 years of age, may apply for a homestead upon the Dominion lands in Manitoba, Saskatchewan or Alberta. The applicant must appear in person at the Dominion Lands Agency or Sub-Agency for the district. Entry by proxy may be made at any agency, on certain conditions, by father, mother, son, daughter, brother or sister of intending homesteader.

Duties—Six months' residence upon and cultivation of the land in each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 320 acres solely owned and occupied by him or by his father, mother, son, daughter, brother or sister.

In certain districts a homesteader in good standing may pre-empt a quarter-section alongside his homestead. Price \$3.00 per acre. **Duties**—Must reside six months in each of six years from date of homestead entry

Wholesalers and Manufacturers should write Commissioner, Board of Trade, Saskatoon, for **LARGE MAP** showing **SASKATOON'S DISTRIBUTING TERRITORY** and Railway Facilities enabling the undisputed, indisputable control of same. **YOU WILL ADMIT THIS THE BEST MAP YET ISSUED.**

(including the time required to earn homestead patent) and cultivate fifty acres extra.

A homesteader who has exhausted his homestead right and cannot obtain a pre-emption may take a purchased homestead in certain districts. Price \$3.00 per acre. Duties—Must reside six months in each of three years, cultivate fifty acres and erect a house worth £300.00.

From the first paragraph of the above regulations, it will be seen that a Homestead cannot be secured by correspondence. The applicant must appear at the Dominion Lands Office, Saskatoon, in person; or by proxy as stipulated in said paragraph.

As there is a constant rush at our Lands Office, a Homestead which to-day is available, might be gone tomorrow.

It will be evident, therefore, that the one way to secure a Homestead is to come here and select from those available on your arrival at our Land Office.



John Deere Plow Company's New Warehouse.

Wholesalers and Manufacturers

(Over One Hundred Firms Already Represented.)

The particular attention of Wholesalers and Manufacturers is directed to page 9 of this Booklet, where, under the heading of "Location," Saskatoon's Distributing Territories are dwelt upon. Also, to the map on page 24 on which these are indicated, and to the actual freight rate demonstration of same on page 25. Our claims in this connection will be readily confirmed by any of the railway companies.

Saskatoon is at once in the middle of the West and of the Province of Saskatchewan. Saskatoon is the only city in Central Saskatchewan. There is no other large point anywhere near. Not only does her STRATEGIC CENTRAL ISOLATION give an absolute, undisputed control of about 45,000 square miles of magnificent and well settled

A man should sell his energy and industry just as he sells a horse.—
get the most he can for them: Come to Saskatoon District.

Wholesale Distributing Territory, it also provides in the fullest and most exceptional sense every vitally essential economic recommendation.

Can any Western city demonstrate its absolute control of as extensive and important a territory as Saskatoon's? Is the tributary territory of any Western city as favorably supplied with competitive railway facilities? We answer both questions in the emphatic negative;—and who will say that the considerations they involve are not precisely those which chiefly influence the decision of any responsible concern in the selection of a Western location? Saskatoon's proposition could scarcely be more obvious.



Saskatoon Milling Company's New 1,000 Barrel Flour Mill, Now Operating.

In view of the foregoing, it is by no means surprising that there are already over a hundred firms doing a wholesale business from Saskatoon and daily using our nine different operating railway outlets. Further, it would be somewhat strange if,—in this age of competition and commercial enterprise,—each week did not add to the number of our wholesalers. As a matter of fact, they are coming here in a steady stream. And, there is room for them all and business for them all. Every wholesale house in Saskatoon today is doing a huge business. A little investigation will readily confirm this.

Industries

With her location and railway facilities, and an unlimited supply of high grade wheat at her doors, Saskatoon is unquestionably destined to become ere long one of Canada's most important milling centres. Our new mill, with a capacity of a thousand barrels per day, commenced operating in January. We have now two mills, and a variety of indications render it quite probable that within the comparatively near future our city shall have asserted itself in the milling world.

Settlers desiring Practical Agricultural Information concerning Saskatoon District, should write Commissioner, Board of Trade, Saskatoon, Sask.,—or call.



